

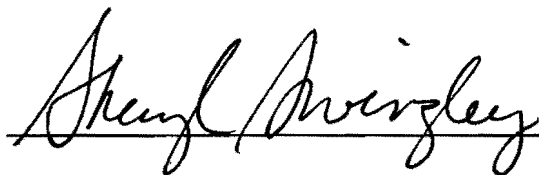
Digital Portfolio

An Honors Thesis
HONRS 499

by

Emily Willis

Thesis Advisor
Sheryl Swingley

A handwritten signature in cursive script, reading "Sheryl Swingley", written over a horizontal line.

Ball State University
Muncie, Indiana

May 5, 2006

Graduation May 6, 2006

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Abstract

Increases in technology have led many of today's students to use blogs, xangas, live journals, the facebook and other Web sites and online journals to store and display information and pictures. In a world of computers and constantly improving technologies, it makes sense that students and young professionals should be using these resources for personal as well as professional use.

Ball State University provides students with opportunities to make themselves more marketable in the professional world through the creative use of technology and digital portfolios. Students can use such creative outputs to secure internships and careers beyond graduation.

When candidates present a résumé and work samples in digital form, they will leave a lasting impression upon employers and separate themselves from other candidates. In order to support this conclusion, I give a brief analysis of digital portfolios and their use in today's job search process.

Acknowledgements

- I would like to thank professor Sheryl Swingley for advising me throughout my public relations sequence as well as this project. She has prepared me for success in graduate school as well as in life.
- I would also like to thank Jennifer Noland, digital portfolio and Dreamweaver aficionado, without whose help my project would not have come together.
- Finally, I would like to thank my family and friends for supporting me through my graduate school and assistantship search this semester. Their personal and professional encouragement have meant so much to me.

Introduction

Although my digital portfolio was created this semester, it is a compilation of work I have done both inside and outside of the classroom since my sophomore year at Ball State University. As a Ball State student, I have been dedicated to my studies as a member of the Honors College and Department of Journalism. I take school seriously and am proud that I will graduate with honors this spring. Equally important to me throughout my time at Ball State, however, is my extracurricular involvement outside of the classroom. In addition to maintaining high scholarship, I am proud to have served as a student leader in a number of capacities. I have served as a leader in my sorority and the greater Greek community. I also have worked as an orientation leader, resident assistant, and undergraduate staff member in the Office of Admissions. Because of my level of involvement, I have produced a lot of work without truly having a venue in which that work could be displayed and highlighted. By creating a digital portfolio, I have been able to connect the work I have done in the classroom with the work I have produced outside the classroom through my extracurricular involvement.

As a public relations major, I am well-versed in working with the media, planning and publicizing events and serving as a spokesperson. My major-related courses have afforded me the ability to work in different areas of media relations, prepare publicity and public relations campaigns for clients, and represent organizations to their internal and external publics. The classroom experiences I have had during my final semesters of public relations have been especially preparatory as a professional. I have discovered a great connection to public relations because of my positive educational experiences and my opportunities to produce a wide range of work.

It has been through my extracurricular involvement, however, that I have decided to pursue a professional career in student affairs and higher education rather than in public relations. The skills I have gained through my public relation sequence have served me well as a student leader and helped me in areas of student life and campus involvement. My communication skills and ability to see the broad scope of situations have been assets to me as a student leader, especially when interacting with campus leaders, administrators and the media. The skill set I acquired as a public relations student has helped me to meet successes in my organizational and extracurricular involvement. Ironically, my successes in organizations is what has caused me to pursue a career in student affairs, a field outside my public relations major and field of study.

I believe it is important for students, especially honors students, to have involvement outside of the classroom during college. Students who are involved in university life outside of their academics are generally more invested in their overall educational experience and meet greater success than students who focus solely on their academics [Astin, 5]. For me, my campus involvement has given me direction and helped me find my career passion. While I am confident that I could be a successful public relations practitioner, I look forward to a career that applies my public relations education to an area in which I find true passion.

Rationale

As a student uniquely invested both in the classroom and outside of the classroom, I believe it is important to highlight my work in both areas. To focus only on my academic accomplishments or only my accomplishments as a student leader would be selling myself short as a candidate. My public relations education has made me a better student leader, and my leadership experiences have made me a better public relations student.

Creating a digital portfolio has enabled me to apply my technical and media-related education to the work I have done as a student leader in a unique manner. I will be able to use my digital portfolio as a resource in my job search because it highlights my qualifications and involvement through my résumé page. The format of my résumé and the availability of work samples through my portfolio also show the creativity and technical skills related to my undergraduate degree that I will bring to the field of student affairs.

This project serves as a personal capstone because it creatively connects two areas in which I have excelled, but also two areas that I did not always see as similar or complementary. When I decided that I would pursue a career in student affairs and higher education, I wondered how my public relations background would be able to serve me within my new profession. How, I thought, could something like the study of public relations and journalism ever serve me in the area of student life? I did not foresee having to write media alerts or compile media kits as a student affairs professional, so I immediately eliminated the idea that public relations would carry over into student

affairs. It didn't take long for me, though, to see exactly how beneficial and preparatory public relations would actually be to my career.

The communications skills and self-confidence I have in front of groups will carry over into my new career, as will my writing competence. Because of my public relations degree, I am prepared to handle crises and remain calm during intense situations. I understand the importance of meeting deadlines and using the resources around me to achieve success. All of these areas and more have been skills I have learned and fine tuned in public relations that will directly carry over to working in student affairs and higher education.

Now that I have a more complete appreciation for how my public relations education will serve me in the future, I believe it is appropriate to showcase the skills I have acquired as an undergraduate through this project. As I eagerly look forward to the graduate education I will receive in student affairs, so I look back in appreciation on the public relations education I have received. By using this project as a marker of my potential as a public relations professional, I will make myself a more marketable and impressive candidate both now and in future years.

Education students at Ball State University are required to complete a digital portfolio for licensing [Bauer, 2] and graduation requirements, but education is the only major that requires students to complete a digital portfolio. Some students in other departments, including journalism and architecture, take advantage of digital portfolios, but many do not. The small percentage of students taking advantage of these resources illustrates how digital portfolios will stand out to employers. Today's job search process is a competitive one. In order to stand out as an applicant, it is necessary to leave a

positive impression that will be remembered. In the field of public relations, a digital portfolio is a great example of how to stand out as an applicant as growing numbers of professionals are creating Web sites to house their résumé and work samples of their work for employers to view [Gates, 1].

Process

The process for my honors thesis began during fall 2005 when I wanted to drop my thesis diploma. I was worried about the time needed to complete a project because of my organizational commitments. Ironically, one of the main reasons that I almost dropped my thesis project – my extracurricular activities – became the fuel and inspiration for my project.

Beginning in early spring 2006, I met with my thesis advisor to establish a shared vision of my project. She provided me with resources and ideas to begin my project and set a timeline for the semester. Individually, I began reflecting on my experiences at Ball State and the projects, both academic and nonacademic, into which I have put the most time, energy and effort. It was fairly easy to pull together the experiences that have meant the most to me, but much more difficult to remember how and if those experiences were documented. I began to search through old files on my computer and to remind myself of the work I have produced over the years. I pulled files and class assignments that were meaningful to my growth as a student and as a student leader. I determined which categories each item could potentially fit into and slowly began to piece together in my head how I could group and showcase each element.

With the help of the journalism department's Digital Portfolio Center staff, I began to create the visual framework of my project. I designed the look of each of my individual Web pages, and the first draft of my visual project was created with InDesign 2.0 software. When finalizing my digital portfolio, I included five categories: résumé, design, photography, writing and reports. The center's staff, particularly Jennifer Noland, helped familiarize me with the Dreamweaver program needed to turn my design

pages into Web pages. She walked me through the creation of my digital portfolio and helped me to note the visual elements of my project and how to market myself most effectively through my digital portfolio and résumé. I am proud of the final product and am excited to share it with my family, friends and employers.

Overall, the preplanning and execution of my digital portfolio and accompanying work took me approximately 40 hours.

Conclusion

I wanted to emphasize my educational experiences and academics while showing how my work outside the classroom has been enhanced because of my course work. I am a student first and a student leader second. I hope this emphasis can be seen throughout my portfolio. As a student affairs professional, I will continue to be immersed in student life and culture following my own graduation and undergraduate career. Although I will have the opportunity to work with student leaders in a number of capacities, I hope to serve as a reminder that education comes before involvement. I hope that employers, especially in the area of student affairs, will understand and appreciate the fact that my digital portfolio reflects most strongly on my student work and educational experiences.

Bibliography

Astin, Alexander M. "Student Involvement: A developmental theory for higher education." <http://www.housing.sc.edu/resed/pdf/AstinInvolvement.pdf>.

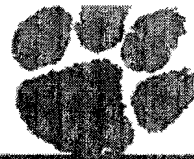
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Gates, Kelly. "Online Portfolios Show More Than a Résumé" *The Wall Street Journal*. 2006. <http://www.careerjournal.com/jobhunting/résumés/20000718-gates.html>.

Emily A. Willis

2006



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Muncie, IN 47304
(630) 707-7637

EDUCATION

Ball State University / Muncie, Indiana, Bachelor of Arts, *May 2006*

Major: Public Relations

Minor: French

GPA: 3.79 / 4.0

Kentucky Institute of International Study / Paris, *Summer 2004*

GPA: 4.0 / 4.0

- Participated in cultural immersion academic exchange program

WORK EXPERIENCE

Undergraduate Intern - Office of Admissions

August 2005 – May 2006

Ball State University, Muncie, Indiana

- Presented information sessions to potential students three times weekly
- Interacted with an average of 100 potential students and family members weekly
- Recruited students through college fairs, high school visits and campus visits
- Updated admissions publications

Orientation Leader - Office of Orientation

May – July 2005

Ball State University, Muncie, Indiana

- Mentored and supervised hundreds of incoming freshmen daily
- Served as positive role model while establishing personal connections with students
- Worked effectively with Orientation staff of 30 students and faculty members
- Fostered relationships among new students with positive university attitude
- Recognized as "Most Organized" team member

Resident Assistant - Department of Housing and Residence Life

August 2003 – May 2005

Ball State University, Muncie, Indiana

- Enforced university policy for 400 hall residents in co-educational environment
- Implemented bi-monthly academic and social events for 50 female floor residents
- Counseled peers on academic and personal issues and mediated confrontations
- Worked effectively with hall staff of 10 students and faculty members
- Recognized by staff for establishing best floor community

LEADERSHIP

Panhellenic Council

President

January – December 2005

- Encouraged overall success of more than 800 Greek women
- Oversaw executive council of 12 officers and advised 11 sorority presidents
- Encouraged communication and collaboration with Interfraternity Council
- Helped improve educational programming within Greek community
- Improved communication and relationships with university administration

Scholarship Coordinator

January – December 2004

- Encouraged academic success of 11 chapter scholarship chairs
- Helped maintain all-sorority GPA above all-women's GPA
- Created scholarship resource based on best practice ideas
- Academic program recognized through Mid-American Greek Council Association

EMILY A. WILLIS

eawillis@bsu.edu

Mid-American Greek Council Association

Division III Area Director

February 2005 – February 2006

- Planned regional conference for 1,500 Greek men and women
- Collaborated with student directors and professional staff from 10 different universities
- Stimulated development of 40 Panhellenic and Interfraternity Councils
- Wrote articles for association newsletter

Kappa Delta Sorority

Vice President of New Member Education

January – December 2004

- Responsible for development of 30 new members over two semesters
- Increased involvement of alumnae in education process
- Recognized by national Kappa Delta for outstanding program

Panhellenic Council Delegate

January – December 2003

- Increased chapter attendance at Panhellenic Council meetings
- Promoted chapter involvement in Panhellenic-sponsored events

INVOLVEMENT

VSA Arts of Indiana Volunteer

September 2003 – April 2006

Residence Hall Opening Committee

August 2003, August 2004

Student Alumni Relations Team

October 2004 – May 2006

Student Leadership Development Board

January 2005 – May 2006

- Present personalized leadership presentations to student groups
- High School Leadership Conference Chair

Greek Week Steering Committee, Awards Chair

December 2005 – May 2006

Cardinal Leadership and Service Seminar mentor

August 2005

Cardinal Leadership Roundtable

January – December 2005

HONORS AND AWARDS

Ball State University Greek Woman of the Year

Awarded April 2006

Kappa Delta Sorority Zeta Kappa Chapter Sister of the Year

Awarded April 2004, 2006

Indiana Women of Achievement Award

Awarded October 2005

- Awarded based on academics and leadership on campus

Corre Anding Stegall Leadership Award

Awarded July 2005

- Awarded based on academics and sorority leadership

Mortar Board Academic Honorary

April 2005 Induction

Who's Who of America's College Students

Awarded February 2005

Rho Lambda Panhellenic Honorary

October 2004 Induction

National Society of Collegiate Scholars

March 2003 – May 2006

Ball State University Honor Student

January 2003 – May 2006

Dean's list

December 2002 – May 2006

PROFESSIONAL DEVELOPMENT CONFERENCES

Oshkosh Placement Exchange

Oshkosh, WI

March 2006

Mid-American Greek Council Association

Chicago, IL

February 2006

Kappa Delta Sorority National Convention

Washington D.C.

July 2005

Mid-American Greek Council Association

Chicago, IL

February 2005

National Interfraternity Conference "Alcohol Summit"

Muncie, IN

January 2005

National Panhellenic Conference "Something to Talk About"

Muncie, IN

November 2004

Indiana Greek Leadership Conference

Lafayette, IN

November 2004

Undergraduate Interfraternity Institute

Bloomington, IN

July 2004

EMILY A. WILLIS

eawillis@bsu.edu

REFERENCES

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Interim Director of Orientation
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Emily A. Willis

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Mission Statement

The mission of The Animal rescue Fund (ARF) is to provide shelter, medical care, and love to abused, abandoned, and neglected animals until permanent homes can be found. Through educational efforts, public awareness, and community involvement, ARF seeks to relieve animal suffering; to prevent cruelty, abuse, neglect and overpopulation; to eliminate euthanasia as a method of animal control, thereby creating a "no-kill" community in which both animals and humans benefit from the goodness of each other.

[\[history\]](#)[\[adoption\]](#)[\[volunteering\]](#)[\[pet care\]](#)[\[contact us\]](#)



2 0 0 5 A N N U A L R E P O R T

Muncie's

Animal Salvation



Animal Rescue Fund
4200 W. Higgins Road

ARF PUPPY PRESS

Volume 1 Number 1 Summer 2005

Adoption Information Night Great Success

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc volutpat lacus eget ante. Fusce ut dolor. Quisque vitae felis. Nunc sollicitudin ligula. Nulla in velit ac odio laoreet sollicitudin.

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Caption about "awwwwww" puppy goes here

ARF Announces Expansion Plans

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feugiat condimentum orci. Mauris magna. Praesent malesuada dapibus est. Nam varius, arcu eu vestibulum non.

"I'm looking forward to seeing an increase in Muncie's animal rescue efforts"
- Emily Willis

Upcoming Events

Saturday, April 30
10 a.m. - 2 p.m.
Open House

Monday, May 16
3 p.m. - 5 p.m.
After School Program

Friday, May 27
5:30 p.m. - 7 p.m.
Adoption Info Night

Monday, June 13
1 p.m. - 4 p.m.
Puppy Play Time

For more information contact ARF:

1209 W.
Riggin Road
Muncie, IN
47303
(765) 282-2733
www.ARF4life.org

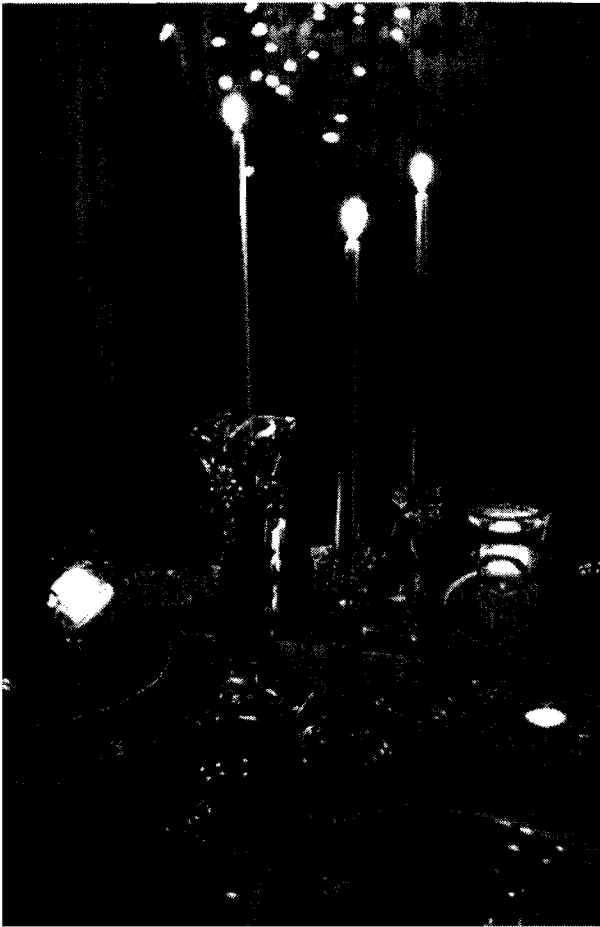
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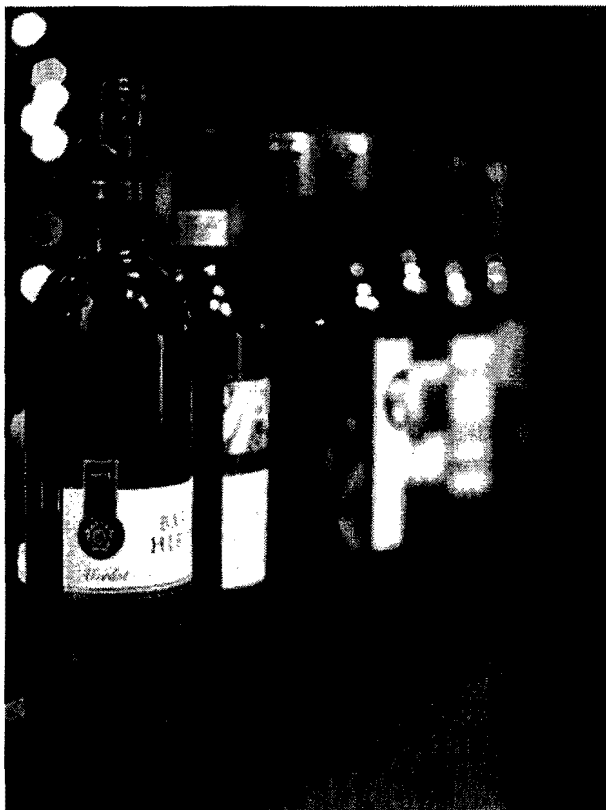


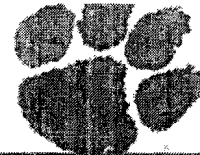












Recruitment Welcome Letter

Check out the welcome letter written to the men and women going through fraternity and sorority recruitment. This letter was published in the 2005 recruitment book.

MGCA Mailing

This introductory letter was sent to the 40 Panhellenic and Interfraternity Council Presidents I served as the Division III Director for the Mid-American Greek Council Association in March 2005.

Kappa Delta Parent's Letter

This letter of introduction was sent to the parents of the seven new members I mentored in Kappa Delta during spring 2004.

Wrigley Field Anniversary Strategic Plan

This communications strategic plan was created for a final class project celebrating the 100th anniversary of Wrigley Field. The strategic plan highlights the public relations goals, target publics and materials needed to put together and anniversary event.

Wrigley Field Anniversary Print News Release

This news release for print media highlights the kickoff event of the Wrigley Field 100th Anniversary event that included current and former Cub baseball players.

Wrigley Field Anniversary Broadcast News Release

Similar to the above news release, this news release highlights the kickoff event of the 100th anniversary of Wrigley Field but has been modified for broadcast media.

Wrigley Field Anniversary PSA Scripts

Click to view the public service announcement scripts describing the Wrigley Field 100th anniversary event.

Digital Portfolio Pitch Letter

This pitch letter to the media introduces the Ball State University digital yearbook. The letter describes the debut of the yearbook as well as some of the information found within the digital yearbook.

Digital Portfolio Media Alert

The following media alert announces the release of the first Ball State University digital yearbook for students and faculty.

Digital Portfolio News Release

This news release shares with the media information regarding the release of the Ball State University digital yearbook and details specific yearbook information.

Emily A. Willis

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Welcome to Ball State and **congratulations** on your decision to consider going through recruitment. Joining a fraternity or sorority offers a unique opportunity to meet people and become part of a national organization that extends much farther than our college community.

Not only will you meet people who will become lifelong friends, but you will also be afforded the chance to take on leadership roles, gain networking skills and advance socially, academically, and philanthropically. When you become a member of a Greek organization, you are not merely a member for your years as a collegian, but you are a member for life far beyond your college years. We encourage you to keep an open mind and ask questions as each organization provides a unique experience. We challenge you to find a chapter whose values are consistent with yours, one that you can proudly affiliate yourself with for a lifetime.

We are excited to have you as a member of our campus community and look forward to having you as members of our Greek community as well! Best of luck in your decision **GO GREEK!**

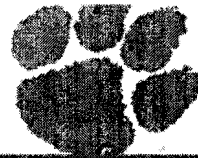
Sincerely,

Emily Willis, President
Panhellenic Council

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Emily A. Willis

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March 18, 2005

Division III Council Representatives,

Greetings from MGCA! My name is Emily Willis, and I am the Division III Area Director for 2005. I am a junior, public relations major at Ball State University. I am a member of Kappa Delta Sorority, and I currently serve my campus as the Panhellenic President. I enjoyed meeting many of you at the conference in February, and I am honored to have the opportunity to serve as your council's MGCA area director for the upcoming year.

This year, I want to increase communication with the member councils in our division to address issues relevant to our Greek communities. Additionally, I will provide an opportunity for you to share your successes and struggles with council presidents from universities of comparable size and structure. I encourage you to share the great programs from your council as well as seek ideas from other member councils to improve the overall Greek experience on your campus.

MGCA is a wealth of information for you. In addition to the annual conference and awards program, the Association has many resources available to member councils. With your help and cooperation, in the upcoming year I will work to ensure that your council will be made aware of the resources and events for our division as well as the entire Association.

Thank you for your time and dedication to the betterment of your chapter, your council, and your university. Please feel free to contact me with any questions or ideas throughout the year. I look forward to working with you in the upcoming year and providing a strong connection between your council and the Association.

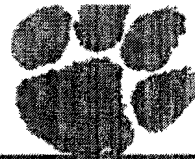
Fraternally,

Emily Willis
Division III Area Director
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Emily A. Willis

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February 17, 2004

Greetings Parents!

My name is Emily Willis, and I serve as the Vice President of New Member Education for Kappa Delta's Zeta Kappa chapter at Ball State University. It is my privilege to work with your daughter this semester as she is introduced to the Kappa Delta sisterhood.

This semester, Initiation will be held on Saturday, April 3. Initiation is the culmination of a six week educational program during which new members become familiar with the history and values of Kappa Delta Sorority. Initiation is a very exciting time for a new Kappa Delta. If you are interested in sending a small keepsake or card, please mail it to the address below. Your daughter will receive her gift prior to the initiation ceremony.

Enclosed with this letter you will find a letter from Kyle Jean Fisher, Zeta Kappa Chapter President, a copy of Kappa Delta's Anti-Hazing Statement, a Member Expectations Contract, and a summary of this semester's dues.

If you have any questions concerning initiation or Kappa Delta in general, please do not hesitate to contact me. My information is provided below.

Sincerely,

Emily A. Willis
Vice President New Member Education
Zeta Kappa Chapter
Kappa Delta Sorority

226 Howick Hall
Muncie, IN 47306

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Communications Strategic Plan

Client:

The Tribune Co. has owned the Chicago Cubs since the Wrigley family sold ownership of the team in 1981.

Marketing Goal:

The marketing goal for this project is to create a plan to celebrate the 100-year anniversary of one of the most beloved and recognized ballparks in baseball.

Public Relations Goal:

The public relations goal of this campaign is to educate both Wrigley Field and Chicago Cubs enthusiasts about the rich history of Wrigley Field and celebrate in the uniqueness of the ballpark.

Marketplace Environment:

Because the Chicago Cubs are owned by the Tribune Co., a great deal of advertising will be done through the Tribune Co. and its affiliates. Some of these avenues of advertisement include the Chicago Tribune and WGN television.

The following three adjectives describe Wrigley Field:

- landmark
- history
- tradition

Organizational Strategy:

The year 2012 marks the 100-year anniversary of the oldest ballpark in baseball, Boston's Fenway Park. Based on the celebration activities that are scheduled to celebrate the centennial anniversary of this similarly historic park, Wrigley Field and Tribune Co. promoters will work to incorporate the successes as well as improve some of the shortcomings of this comparable event.

2014 will see the 100-year anniversary of Wrigley Field, and the Tribune Co. will host many commemorative events in its honor. The first of these commemorative events will be a centennial kick-off celebration.

Organizational Preparedness:

The weekend prior to the opening of the 2014 baseball season is scheduled to host a centennial kick-off event at Wrigley Field. Although many celebration events will follow throughout the course of the baseball season, this opening weekend will begin a year-long celebration for Chicago Cubs and Wrigley Field fans alike.

Target Publics:

Chicagoans and local residents
Chicago Cubs fans
Wrigley Field enthusiasts
Baseball fans

Materials Needed:

To promote this event we will need the following:

- Detailed planning of the logistics of the kick-off event
- Detailed planning of the kick-off event budget
- A list of contacts in different areas of the media
- An updated Web site advertising for the event
- A pitch letter to the media about the event
- A media alert about the news conference
- A fact sheet about the Tribune Co.
- A print news release about a specific aspect of the kick-off
- A broadcast news release
- Public service announcement scripts
- Media kit package

Deadline Dates:

Kickoff logistics: October 1, 2013

Kickoff budget: October 1, 2013

Media contact list: December 1, 2013

Updated Web site: December 1, 2013

Kickoff pitch letter: February 18, 2014

News conference media alert: March 23, 2014

Tribune Company fact sheet: December 1, 2013

Kick-off print news release: March 31, 2014

Broadcast news release: March 31, 2014

PSA scripts: February 18, 2014

Media kit package: December 1, 2014

Anticipated Distribution:

Mailers sent to Chicago Cubs season ticket holders
Mailers sent to Tribune Co. investors
Information on Chicago Cubs Web site
Information on Tribune Co. Web site
Commercials on WGN TV and other Tribune affiliates
Advertising at annual Cubs convention

Message:

The history of Wrigley Field and the Chicago Cubs needs to be commemorated and celebrated by Chicagoans and baseball enthusiasts.

Approvals Needed:

Dennis FitzSimons, president of the Tribune Co. will need to approve all plans, materials and projects for the 100-year anniversary celebration.

« [Go back to my writing index](#)



Print News

FOR IMMEDIATE RELEASE

Emily Willis
Office: (765) 285-2621
Home: (765) 214-6148
eawillis@bsu.edu

Former Cubs greet fans

CHICAGO, Ill. – Cubs fans at the Wrigley Field 100-year celebration kick-off yesterday afternoon were greeted by former Cubs players including Ryan Sandberg, Mark Grace, Kevin Orie and Kerry Wood.

The former Cubbies welcomed the huge crowd of fans and helped direct guests to different areas of interest at the kick-off event.

"It was great to be back at Wrigley for the first time in so many years," said former Cubs second baseman Ryan Sandberg. "The fans are as upbeat as ever, and I'm just glad that I was able to come back to the centennial celebration of this great ballpark and celebrate with the fans."

The kick-off drew a crowd of over 80,000 people and the many former Chicago players were able to reconnect with former teammates and spend some time with a spirited group of Cubs fans.

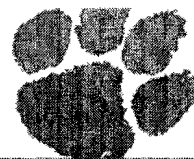
###

Wrigley Field was built in 1914, and is the second-oldest baseball stadium in the major leagues. Wrigley Field is the only remaining ballpark that was home to a team in the Federal League, and has hosted more professional football games than any other sports stadium. This season, Wrigley Field will host its 100th season of major league baseball.

The Tribune Company is one of the U.S.'s top media companies, and is the only media organization with TV stations, newspapers and Web sites in the nation's top three markets. Tribune was founded in 1847 and now owns the Chicago Tribune newspaper, Superstation WGN on national cable, Chicago's WGN-AM and the Chicago Cubs baseball team.

3/31/14

[« Go back to my writing index](#)



Broadcast News

FOR IMMEDIATE BROADCAST

Emily Willis
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eawillis@bsu.edu

FORMER CUBS GREET FANS

CHICAGO, Ill. --FANS WERE WELCOMED TO WRIGLEY FIELD'S ONE HUNDRED YEAR ANNIVERSARY KICKOFF BY FORMER CUBS PLAYERS.

FORMER CUBBIES INCLUDING RYAN SANDBERG AND MARK GRACE GREETED FANS AND SIGNED AUTOGRAPHS FOR FANS THROUGHOUT THE AFTERNOON.

"IT WAS GREAT TO SEE SO MANY FORMER PLAYERS AT THE EVENT," SAID KEVIN GEROW OF CHICAGO. "MOST OF THESE GUYS HAVEN'T BEEN BACK TO WRIGLEY EXCEPT FOR AWAY GAMES."

THE EVENT DREW MORE THAN 80,000 PEOPLE THROUGHOUT THE COURSE OF THE DAY AND BEGINS A YEAR-LONG SERIES OF ANNIVERSARY EVENTS.

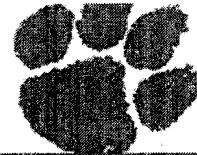
###

Wrigley Field was built in 1914, and is the second-oldest baseball stadium in the major leagues. Wrigley Field is the only remaining ballpark that was home to a team in the Federal League, and has hosted more professional football games than any other sports stadium. This season, Wrigley Field will host its 100th season of major league baseball.

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3/31/14

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PSAs

FOR IMMEDIATE RELEASE

30 and 60 seconds

STOP: After April 30

Contact:

Emily Willis

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Home: (765) 214-6148

eawillis@bsu.edu

WRIGLEY FIELD CELEBRATES 100-YEAR ANNIVERSARY

PSA #1: 30 seconds

ANNOUNCER: THE PUBLIC IS INVITED TO ATTEND THE WRIGLEY FIELD ONE HUNDRED YEAR ANNIVERSARY CELEBRATION KICK-OFF AT TWELVE-THIRTY IN THE AFTERNOON ON SUNDAY, MARCH THIRTIETH AT WRIGLEY FIELD. THE KICKOFF WILL INCLUDE:

- A TOUR OF WRIGLEY FIELD
- TIME TO MEET IMPORTANT CUBS FIGURES, PAST AND PRESENT.
- CHICAGO CUBS SOUVENIRS AND MUCH MORE.

FOR MORE INFORMATION, OR TO RESERVE A TICKET, CALL SEVEN-SEVEN-THREE-FOUR-ZERO-FOUR-TWO-EIGHT-TWO-SEVEN.

PSA #2: 60 seconds

ANNOUNCER: CUBS FANS AND BASEBALL ENTHUSIASTS ALIKE ARE INVITED TO ATTEND THE WRIGLEY FIELD ONE HUNDRED YEAR ANNIVERSARY CELEBRATION KICK-OFF. THE KICK-OFF WILL BEGIN AT TWELVE-THIRTY IN THE AFTERNOON ON SUNDAY, MARCH THIRTIETH AT WRIGLEY FIELD AND WILL INCLUDE:

- A TOUR OF WRIGLEY FIELD EMPHASIZING THE CHANGES MADE SINCE ITS 1914 CONSTRUCTION.
- TIME TO MEET FAMOUS CUBS FIGURES, BOTH PAST AND PRESENT.
- CUBS SOUVENIRS AND MUCH MORE.

WRIGLEY FIELD IS A MONUMENT TO THE SPORT OF BASEBALL AS WELL AS THE CITY OF CHICAGO. THE "FRIENDLY CONFINES" STANDS ON THE CORNERS OF WAVELAND AND ADDISON AS A TRIBUTE TO THE GREAT GAME OF BASEBALL.

UNLIKE OTHER BALLPARKS, WRIGLEY FIELD ALLOWS PLAYERS AND GUESTS TO CONNECT TO THE PURITY OF AMERICA'S PASTIME. THERE ARE NO CLUTTERING ADVERTISEMENTS IN THE BALLPARK, AND THE MANUAL SCOREBOARD IS THE ONLY ONE STILL IN OPERATION IN PROFESSIONAL SPORTS.

THE CLASSIC ATMOSPHERE COUPLED WITH THE BOISTEROUS FANS, IVY-COVERED WALLS AND LAKE BREEZES CONTRIBUTE TO MAKE BASEBALL AT WRIGLEY FIELD UNLIKE BASEBALL ANYWHERE ELSE.

FOR MORE INFORMATION OR TO RESERVE A FREE TICKET, CALL SEVEN-SEVEN-THREE-FOUR-ZERO-FOUR-TWO-EIGHT-TWO-SEVEN.

Emily A. Willis

2006

eaw



Home Resume Design Photography Writing Reports

May 1, 2006

Keith Roysdon
Newspaper Reporter
The Star Press
P.O. Box 2408
Muncie, In 47307-0408

Dear Mr. Roysdon:

More than ever before, college yearbooks seem to be a thing of the past. Much as they date the events of a year, yearbooks themselves seem dated. Not anymore!

The Ball State University journalism department, in specific conjunction with the Digital Portfolio Center and the Daily News, has created Ball State's first digital yearbook. This state-of-the-art service is an electronic chronicle of the 2005-06 school year at Ball State University and with information chronicling:

- The Ball State football team's undefeated 2005 season
- The appointment of Kevin Costner the new vice president of student affairs
- The campus celebration following the Chicago Cubs winning the pennant
- Other local, national and international news

Enclosed is a demo CD-ROM with some of the information that can be found on Ball State's first digital yearbook, as well as profiles about the product creators.

I will call you early next week to confirm that these materials have arrived and schedule an interview with the product creators at your convenience.

Thank you for your time and consideration.

Sincerely,
Emily Willis
(555) 555-5555
eawillis@bsu.edu

P.S. Let me know if you have any questions about Ball State's digital yearbook.

« [Go back to my writing index](#)



Media Alert

FOR IMMEDIATE RELEASE

Contact:

Emily Willis
Office: (333) 333-3333
Home: (777) 777-7777
eawillis@bsu.edu

Ball State to release first digital yearbook

What: The Ball State University Digital Portfolio Center will release its first ever digital yearbook.

Who: The CD-ROM digital yearbook will be available to Ball State students and faculty members.

When: Selections from the digital yearbook will be accessible on the Ball State Web site beginning Friday, June 2 at 9 a.m. Preordered digital yearbooks can also be picked up beginning at 9 a.m. on June 2.

Where: Students and faculty members with a Ball State account will be able to view selections from the digital yearbook on the university Web site. Preordered CD-ROM yearbooks can be picked up from the Digital Portfolio Center in AJ 380.

Why: Ball State students and faculty members are entitled to a chronicled annual of their experiences at Ball State. The university hopes to strengthen young alumni connections and increase lasting ties with the university.

###

About Us: The Ball State University journalism department offers students degrees in journalism with options in magazine, photojournalism, graphics, news-editorial and second education, as well as graduate and undergraduate degrees in public relations and advertising.

5/31/06

[« Go back to my writing index](#)



News

FOR IMMEDIATE RELEASE

Contact:

Emily Willis
Office: (333) 333-3333
Home: (777) 777-7777
eawillis@bsu.edu

Ball State to release first digital yearbook

MUNCIE, Ind. – The Digital Portfolio Center at Ball State will release the university's first digital yearbook Friday, June 2.

After working to develop a digital yearbook for nearly two years, Digital Portfolio Center faculty adviser, Sheryl Swingley and student staff members anticipate the release with great anticipation.

"It's exciting to know that selections from the digital yearbook will be accessible online to all students and faculty members," says Alise Roderer, a student employee at the Digital Portfolio Center. "This [digital yearbook] is something that we hope will become a tradition at Ball State."

The yearbook was created in conjunction with the Ball State Daily News and the Ball State Digital Portfolio Center and was available for purchase since January.

Students and faculty who ordered a copy of the yearbook on CD-ROM will be able to pick up their digital yearbook CD-ROM in the Digital Portfolio Center in the Arts and Journalism Building 383 beginning Friday June 2.

Students, faculty members or parents who are interested in learning more about Ball State's first digital yearbook can contact the Digital Portfolio Center at (765) 285-2143.

###

The Ball State University journalism department offers students degrees in journalism with options in magazine, photojournalism, graphics, news-editorial and second education, as well as graduate and undergraduate degrees in public relations and advertising. The journalism department provides classes and multimedia programming for more than 1,000 national and international students.

The Ball State University Digital Portfolio Center was founded in 2003 to help Ball State students develop professional digital portfolios. The Digital Portfolio Center is funded by a grant from the Lily Foundation.

5/15/06

« Go back to my writing index

Emily A. Willis

2006



Home Resume Design Photography Writing Reports

MGCA Mid-Year Report

Check out the Mid-Year Report I put together for the Mid-American Greek Council Association Division III category. The report covers February 2005-May 2005

Kappa Delta New Member Education

I put together this report for Nation Kappa Delta as a summary of the work I did during spring semester of 2004 with the office of Vice President of New Member Education.



Mid-American Greek
Council Association

Mid-Year Report

May 31, 2005

TO: Barb Robel, Executive Director
Shelley Sutherland, Associate Executive Director
Mark Koepsell, Assistant Executive Director
Mike McRee, Assistant Executive Director
Margaret Miller Meek, Officer Liaison

FROM: Emily Willis, Division III

CC: Kevin Selvy, President
Krisi Ayala, Division I
Nick Passini, Division II
Justin Sloan, Division IV

RE: 2005 Mid-Year Report

Emily's Association Accomplishments:

- Successful conference elections and officer transitions.
- Personal interactions with different constituency members at the conference via the brown bag luncheon, area meeting and 1-on-1 interactions.
- Individual review of officer binder contents and role expectations as well as conference evaluation packets.
- Extensive research of constituency councils and universities.
- Participation in all group conference calls.
- Creation of personal constituency database with information including school location, advisor contact information, council president contact information and additional info.
- Creation of list-serve for Division III council representatives and introductory communication to constituencies.
- Marketing for summer conferences including UIFI and the Housing Director Conference.
- Discussions with primary Panhellenic advisor, Lynda Wiley about MGCA responsibilities and commitments.
- Collaboration with Krisi on Chicago guide and "hot list" to serve as a resource to 2006 conference attendees.
- Collaboration with student officers in creating Top 10 lists for MGCA conference attendance.
- Summer letter to send out to constituencies.

Suggestions for the Association:

- I think that the communication the student leaders have with our constituencies is an importance resource within the association, but it would be great to see our communication reinforced with more supplemental information from the larger organization.
- Can we put together some sort of "how to" guide to be distributed to our constituencies that serves as a guide of how they can use MGCA resources throughout the year. Even though it seems that the student leaders communicate with council leaders about how they can use MGCA between conferences I think there is still a little confusion.
- If we really stress a pre-conference officer application process we will be able to elect strong student leaders who have already shown dedication to MGCA through an early application process.

Questions and Concerns:

- I was wondering if I can request a new copy of my MGCA letterhead. I will be switching addresses throughout the rest of my term between home and school and I would just like to use my Panhellenic mailing address for all future mailings to simplify things. (I included this address at the end of my report).

Officer Transition Suggestions:

- Although I initially felt overwhelmed by the number of my constituency councils, I'm glad that I was not handed a spreadsheet of every council's contact information. The time that I've spent collecting information and researching my constituency councils has given me a greater appreciation for the differences between each group. I've learned about the different councils, schools, and Greek systems throughout my Division, and I'm confident that I would not have learned as much had I not had to work to track down all of this information.
- As Margaret pointed out, 4 out of 5 of our student officers were conference veterans this year and had at least some knowledge of how the election process worked. So, if we commit to promote our offices and push a pre-conference application I see no reason why we can't have an idea of who might fill our positions next year by the time we arrive at the conference.
- I agree that the officer election process needs to be smoothed out and specific tasks need to be delegated to each of the student officers. I think that the 5 student officers are capable of conducting an efficient meeting, and with a little extra direction and a quick rehearsal next years elections should be able to run very efficiently.
- I'm glad that we got to meet with the outgoing officers at the conference, but I wish that they made themselves available as more of a resource following the conference. If we keep the officer breakdown by size division next year, I think it would be great if we could serve as more mentors and lasting resources for the people who take our office.

Summer Contact Information:

- This summer I'm working as Ball State Orientation Leader. All of the student leaders are living on campus in Howick Hall, so my summer address from now until July 15 is the same as my spring address:

Emily Willis
Ball State University
Howick Hall
Muncie, IN 47306
630.707.7637 (cell)

I also get lots of "official" mail through my Panhellenic mailbox, so from now on please send mail to my campus address:

Emily Willis
Ball State University
Pittenger Student Center, Box 50
Muncie, IN 47306

Things to Know About Emily:

I know that this question isn't technically part of our mid-year report, but I thought I'd still keep you updated on what's going on with me!

- Orientation leader training has been keeping me busy for the past week and a half, and I'm looking forward to when the freshmen get here next week. Wish me luck, I'm going to be a busy girl!
- At the end of June I'm heading to Washington D.C. for Kappa Delta National Convention. I've applied for a really prestigious leadership award called the Corne Anding Stegall Leadership Award, so cross your fingers that I'm one of the recipients of the award this year.
- At the end of July I'm heading to Rhode Island to go sailing for a week with my family. I'm looking forward to spending some quality time with my family and friends, and spending a week sailing on the ocean! (Sailing is one of my family's hobbies, and this is our first trip to the northeast)

* [Go back to my reports index](#)

New Member Education End of the Program Report 2003 - 2004

April 1, 2004 – Spring Informal Recruitment

National Officer: Deana Bridgman, NDMA
23 Inverness Lane
East Windsor, HJ 08520-4743
newmembered@kappadelta.org

Chapter Officer: VP-NME

Copies to: CPP, CAB, Procedure
Notebook and Chapter Files

Chapter: Zeta Kappa
Province: Mu
Name of VP-MNE: Emily Willis
Mailing Address: 226 Howick Hall
City, State, Zip: Muncie, IN 47306

School: Ball State University
Region: III
VP-NME e-mail: eawillis@bsu.edu
VP-NME phone: 765.214.6148

I. INITIATION STATISTICS

(A)	7	= Total number of women pledged this semester.
(B)	7	= Total number of women initiated this semester.
(C)	100%	= % of women initiated. [Instructions: Divide (B) by (A)]

(D) Write the date(s) of each Third Degree and the number of women initiated on each date.

Date of Third Degree	Number of Women Initiated on This Date
April 3, 2004	7

(E) List the names of uninitiated new members and the specific reason(s) why they did not receive Third Degree.

Not applicable

II. PROGRAM IMPLEMENTATION

1. SET LEADER TRAINING

This semester there were two set leaders: Lisa Wilson and Gina Babb. The SET leader training was held on Saturday January 31, 2004. Because the three of us already know each other pretty well, we did a few getting to know you **better** activities to begin our retreat.

As a group we went through the Norman Shield, and Gina and I explained the new program to Lisa who was a new member before the New Member Education program was revamped in 2002. The three of us discussed how to be good role models for the new members and how we should always model positive behaviors. I also showed the SET leaders a copy of Kappa Delta's Anti-Hazing Statement, the Kappa Delta Membership Agreement Contract, and Ball State's Panhellenic Anti-Hazing Agreement. I felt that it was important for the SET leaders to be familiar with the paperwork that the new members would be filling out and be aware of the policies everyone must follow.

2. BID DAY

For Bid Day I thought it would be fun if we did a fun activity that could double as a sisterhood. So, we went roller skating! There is a local skating rink close to campus, and we welcomed four new ladies into our sisterhood and celebrated on skates.

Everyone wore matching Bid Day shirts that coordinated with Western recruitment theme. The shirts were long sleeved and forest green, and they had a cowboy hat and lasso on the front which said "Kappa Delta Bid Day, Spring 2004". The back of the shirt had a quote from the song "I Could Not Ask for More". Because we had to do multiple open recruitment events, only four of our eventual seven new members were able to attend this Bid Day celebration. So, for our three other new members we had treats for them in celebration of joining Kappa Delta at a separate meeting for them before their Stage 1 meeting.

3. ACADEMIC SUCCESS SEMINAR

This semester our Academic Success Seminar was during a chapter meeting, both initiated members as well as some new members were in attendance. Our Academic Excellence chair distributed information applicable to Ball State University's academic policies. We also discussed some important dates to be aware of, such as the last day to drop a class, and when to register for graduation. We also discussed healthy academic habits, and identified some good places on campus to study.

4. RETREAT

The new member retreat was held after Stage 3 in the chapter's suite. I used a modified Agenda of the one provided in the VP-NME Guide to allow for discussion and activities individualized for this group of women.

Our first activity was a team builder that required the girls to trust each other and listen to each other. I created a masking tape grid on the floor that I told the new members represented a maze. I informed the girls that there was only once correct path through the maze, and they had to find their way through by process of elimination and teamwork. Everyone enjoyed this activity and it was a great success.

Next, we did the personal nautilus activity from the Norman Shield. We discussed the different areas of chapter development, and how our individual strengths contribute to the well-rounded success of our organization.

For our next activity we had a continued discussion of the chapter academic success seminar presented at chapter. A few of the girls were not at the chapter meeting during which we held our academic success seminar, so we had our own discussion about personal scholarship. I passed out a weekly schedule broken down into hour-long time blocks, and the girls wrote their class, work and outside activity obligations into the schedule. After looking at our papers, we discussed how much free time we actually have in a week, and how to make better use of that free time.

Our second team builder was a personality and leadership self-evaluation called "True Colors". We used this activity to find out how we work with others in a group or team setting, as well as what we can do to improve our ability to work with others on a team.

Next, each new member wrote a letter to herself about where she is in her life, how she has been feeling about college, her Kappa Delta experience, or anything else. All of the girls will receive these letters when they go through Senior Tea and will be able to reflect back on how they have grown through their experiences in Kappa Delta.

The rest of the retreat was focused on fun! We elected pledge class officers and everyone got elected to a position. The SET leaders and I reviewed election process, and the new girls elected a pledge class President, Panhellenic Delegate, Philanthropy Chair, Social Chair, Sisterhood Chair, Public Relations Chair, and Academic Chair. We also had craft time, and did a mock candle passing to show the new girls how a candle passing works and what it represents.

5. STAGES 1 THROUGH 6

I used the agendas from the VP-NME Guide as an outline for what I should cover in each stage. For each stage the SET leaders and I discussed the important information from each stage, but we also added important information pertaining to Zeta Kappa chapter.

One of the elements that I incorporated into the weekly stages was inviting various chapter members to come speak to the new members about their position in the chapter. I feel that this helped the new girls better understand everything that we were discussing and see how certain positions fit into the chapter. One night we had the council members attend, and everyone explained their position for the new members. While all the council members shared their job responsibilities, we focused on the positions of VP-Standards and Treasurer because there were the two positions that the new girls had the most questions about.

Throughout the course of the new member education program we have also had some additional people come speak to the new members about their position. Our technology chair came to collect information on the new members so that she could add them to the website, and our PACE chair participated in the fashion show during Stage 2. When we discussed campus leadership in Stage 3 our leadership chair came to introduce herself to the new girls. She discussed possible ways to get involved on campus, and let everyone know that if anyone had questions she would be able to help girls find an outside activity. In Stage 4 the new members learned about the National Panhellenic Conference, so I spoke about Ball State's Panhellenic involvement because I am the Scholarship Coordinator for the Panhellenic Council. Also, during Stage 5 our Shamrock chair came to discuss the upcoming event with the new members, and get everyone excited for our ShamRock 'n' Bowl bowling tournament.

Effective Activities:

<i>Stage</i>	<i>Most Effective Activity</i>	<i>Reason</i>
Stage 1	Icebreakers	This was the first time that the new members were really able to interact all together, and I think they enjoyed getting to know each other.
Stage 2	Fashion Show	This is a fun activity for everyone, new members and participant alike! The new members are able to see examples of appropriate and inappropriate dress and behavior for different events.
Stage 3	Ball State University Pride Guides	The Ball State University Pride Guide is a booklet that lists all of the campus organizations and activities. I gave each new member a Pride Guide, and the girls appreciated having a resource to help them in their search for an outside activity.
Stage 4	Explanation of Kappa Delta's founding and our early Panhellenic involvement.	I think the new members appreciated learning about the historical context of our organization. I think it is important to understand our Kappa Delta heritage, and the new members enjoyed

		learning about our early involvement in the National Panhellenic Conference.
Stage 5	Shamrock Discussion	Stage 5 fell during the week of Shamrock, so I had the Shamrock chair come to New Member Education and talk about the upcoming event. The new girls appreciated being filled in on all the details for the event.
Stage 6	Alumnae Visits	I think that this stage gave the new girls a great deal of information about what Kappa Delta had to offer every member after her collegian experience.
Ritual Review/ Welcome to our Sisterhood	Discussion and questions	Although we will be holding this review next week, I feel that our new members (shiny pins) will appreciate discussing Initiation. Hopefully I will be able to fill in the gaps with information that people miss during the Initiation ceremony.

Target Areas:

<i>Stage</i>	<i>Target Area / Item</i>	<i>Reason</i>
Stage 1	Chapter 101	Chapter 101 is a program that I created and implemented into Stage 2 to explain what goes on during chapter meetings. However, we had some very excited new members who attended their first chapter before I was able to explain parliamentary procedure and chapter business to them. I would like to add Chapter 101 to the Stage 1 agenda for the fall.
Stage 2	Team Builders	Each week I incorporated some sort of team builder into New Member Education to help the girls get to know each other. While these activities were lots of fun, some days the activity would take more time than I expected and would take away from the time we spent discussing each stage.
Stage 3	Get more appointed officers to come to the meeting.	While our council had near perfect attendance at this meeting, I thought it would be overwhelming to the new members if I invited too many people to come to the meeting. Looking back, I wish I had invited more people who hold key appointed positions.
Stage 4	Clarify division of tasks	The SET leaders and I divided each of the four sections of this stage among the three of us so that we would each have one or two focus areas to discuss during the meeting. But, some of the things we discussed for our specific

		areas(s) overlapped with each other. In the future I would like to clarify with the SET leaders exactly what is involved in each specific station of this stage.
Stage 5	Kappa Delta National Philanthropies	Some of the information in this section of the stage reiterates what is discussed in Stage 4. For the fall I will remember to omit some of the information that we have already discussed in depth about Kappa Delta National Philanthropies.
Stage 6	Alumna Participation	While we had two wonderful CAB members in attendance at this event, I would like to have seen more alumna's at this stage. In the future I will give more notification of this event to hopefully increase attendance.
Ritual Review/ Welcome to Our Sisterhood		I am confident that ritual review will go well. I hope to be able to answer all of the questions the new girls have about Kappa Delta and the Initiation ceremony.

Creative Ideas:

- I created a lot of posters with important Kappa Delta information and hung them up around the suite. I wanted the new girls to have visual aids to help reinforce important information that we discussed during New Member Education.
- I feel that in the past there has not been enough done to get the new members excited for their Initiation, so I created an Initiation Countdown. I counted the days from the first New Member Education class to Initiation, and printed 52 sheets of paper with descending numbers from 52 to 1. I then taped each sheet to the suite door. Every time the new members have been in the suite for an event they rip sheets of paper off the countdown so that they know exactly how many days there are until their Initiation. This has been a really fun activity, and whenever I see the new girls or talk to them via e-mail they keep me updated. "Emily, there's only 4 days until Initiation!"

6. BIG SISTER REVEALING

Big Sis revealing was held between Stages 4 and 5. The new members came to the suite for what they thought was going to be a regular New Member Education meeting. When they arrived there were clues about all of the big sis's taped around the suite. I put the clues for each big sis on color coded pieces of paper and told each of the new members what their color was, and that if they wanted to collect clues about their big sis they could look for them throughout the suite.

Once each new member had collected information about her big sis, I handed all the new members a decorated t-shirt or pair of shorts that her big sis had made her. What the new members did not know is that their big sis's had made matching shirts for themselves. All of the big sis's were hiding in the hallway, so once the new girls had their t-shirt or shorts, I brought the big sis's into the suite. Each of the big sis's was wearing about 5 different t-shirts, and all together they began to remove shirt after shirt until they were wearing the t-shirts that matched

the ones that they made for her little sis's. Once the new members saw someone wearing a shirt identical to the one they were given, they ran to hug their big sisters.

This event was a lot of fun because all of the new girls were surprised by the fact that it was Big Sis night. Also, lots of other sisters came to watch the big sis revealing, so many of the new girls got to meet their extended Greek family. After the Big Sis revealing the big sis's took their new little sis's to "Incredible Yogurt" for a yummy treat.



Big sis Brittany and SET leader Gina having fun at the big sis revealing with the other Kay Dee's.



Great grand big sis Sarah, grand big sis Rachael, and big sis Brittany welcome Meghan to their Greek family.



Little sis Hayley and big sis Jenny are all smiles as they show off their matching shirts.



Big sis Kristy, little sis Sherina, and grand big sis and SET leader Gina smile for a picture.



Group shot of all the big sis's standing behind their new little sis's. After pictures the big's took their little's to "Incredible Yogurt" for a treat.

7. WHITE ROSE CELEBRATION

This semester White Rose week was the same as Greek Week, so we were extra busy! We combined some White Rose events with Greek Week events so that we could show off our Kappa Delta spirit with our new members and the rest of the Greek community. On Monday night of White Rose week everyone met in the suite and walked to the Student Center to attend the kickoff event for Greek Week. There was poker and blackjack, and DJ Scrilla performed for everyone. On Tuesday night we had a review session for the new member test. The new girls got to see how well they knew their stuff when we played KD Jeopardy. On Thursday night everyone is invited to go to the Greek Week Variety Show to support sister Kate who will sing at the event. Next week we will play the Big Sis / Little Sis game in which the girls can see which big sis / little sis pair knows each other the best. This game is played like the Newlyweds Game, and is always a big success.

8. SISTERHOOD EVENTS AFTER FIRST, SECOND, AND THIRD DEGREES

After 1st Degree, we held our Bid Day celebration. The new girls got to know some of their sisters as we roller skated together. We requested different songs, and at the end of the afternoon we had a song dedicated to us. We participated in the skating games, and even did the Hokey Pokey with a bunch all of the little kids.

After 2nd Degree, we have a chapter purity night. Everyone will have time to go out to dinner with their Greek families, and then afterwards most sisters hang out with their pledge class. Sigma Alpha Epsilon and Phi Mu are having their annual Dance Marathon philanthropic event, so some sisters might be going to watch in support of these two organizations as well as Riley's Children's Hospital.

After 3rd Degree, we will be co-hosting a Hog Roast philanthropic event with the men of Phi Sigma Kappa. To celebrate the Initiation of our new members we will be having a reception before Sunday night. Then, we will walk as a chapter to our auditorium for the annual all-Greek chapter.

9. OVERALL EFFECTIVENESS OF SET LEADERS

During the SET leader retreat I asked the SET leaders what role they wanted to have in the New Member Education process. Both of them were excited to get involved, and decided to take a proactive role with the new members. The SET leaders were each assigned to three stages, and were responsible for making sure that all the information for that stage was covered. The SET leaders helped out with White Rose week events, and picked up supplies for our weekly get-to-know you events with the chapter members.

The SET leaders were very supportive of the new members. At the beginning of the new member period the SET leaders were encouraged to call the members of their SET group every week to say "hi" and check in with them. We all exchanged screen names during Stage 1 and everyone quickly began using AIM to keep in touch.

I think that the most successful aspect of the SET leader program was that the new members got to know some of the friendliest and most welcoming members of our chapter. I feel that SET leaders helped to make the new members feel welcome and comfortable in Kappa Delta.

In the future, I would like to have an even more detailed system of SET leader accountability. The SET leaders and I discussed who would be responsible to specific events, but I think that both of the SET leaders relied on me to take care of some tasks that we had previously discussed to be their responsibility. To increase accountability in the future, I would like to have the SET leaders turn in a paper to me each week detailing what they accomplished that week and what they need to accomplish next week. Also, I would like to delegate more of the tasks so that I am not quite as overwhelmed with the amount of work involved in the New Member Education process.

10. RETAINING YOUR NEW INITIATES

To help retain our new initiates, I would like to see the SET leaders meet with their SET groups once a month for an informal dinner or sisterhood event. I think this will help the new girls stay connected with their SET leader as well as with each other. Big sisters are also a key factor in helping the new initiated feel connected with the rest of the chapter. I will be encouraging big sisters to maintain regular communication with their little sisters as well as help explain things that are going on in the chapter if the shiny pins have any questions.

Next week we will be having a gavel passing during our sisterhood chapter. This will be a time for everyone to celebrate the things they love about Kappa Delta as well as clear up any issues that they might be having with the chapter. I think that this activity will give the new initiates a better idea of what is going on in Kappa Delta outside of New Member Education.

I would like to have a few informal meetings with the new initiates so that we can discuss what is going on in the chapter. I hope that this will create an open forum for any questions that people might have. As a new member I felt that after initiation I was left to fend for myself and figure things out on my own, which can be very intimidating to a new initiate. I hope that these informal meetings help the new girls to see that the SET leaders and I are still around to help them with anything they need.

III. ADDITIONAL INFORMATION

The new members signed the Kappa Delta Anti-Hazing Statement and Membership Expectations Contract immediately before their First Degree. Ball State University Anti-Hazing Statements were signed during Stage 1, and Ball State University Continuous Open Bidding forms were filled out during Stage 3.

All ritual events were held within the prescribed time.

Kara Pulley, my CAB member was able to attend five of the six new member meetings. Zeta Kappa CAB chair Alicia Parker was able to attend Stage 6 during which she shared information about her Kappa Delta experience both during college and as an alumna. All of these CAB advisors made it a point to introduce themselves to the new girls when they attended a chapter meeting or ritual event, which I believe helped the new girls feel well-informed. Also, Zeta Kappa alumna Lauren Edwards will be attending Initiation on Saturday to pin her little sister, Meghan Edwards.

Fall 2003 new member Kristy Brown was recognized in February as the Panhellenic Council's New Member of the Week. Fall 2003 new member Michele Faroh was also nominated for this award.

I think that Kappa Delta's New Member Education program is fabulous! The program encourages the development of relationships between that new members and rest of the chapter and it fosters a fun and supportive learning environment. I think that the program is very thorough, and allows the new members to learn about Kappa Delta past, present and future first hand through seeing and doing. It was wonderful so see so many chapter members excited to help with the new member education process, and I hope to see even more involvement in the future.



*Some of the new members smile for the camera
at Kappa Delta's ShamRock 'n' Bowl event.*

*Back: Lea, Jen, Sherina, and Erin
Front: VP-NME Emily, Hayley, and Meghan*